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USDA CLUB NEWS

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DALLAS, TEXAS

E. E. JACOBS NEW DIRECTOR FOR SOUTHWEST AREA PMA

Former Administrative Field man for the United States Department of Agriculture, E. E. Jacobs, has been named Director of the Production and Marketing Administration for the Southwest area composed of Arizona, California, Colorado, Kansas, Nevada, New Mexico, Oklahoma, Utah, and Texas.

Jacobs has been with the Department since 1938 with the exception of several months spent in military service during World War II, at which time he was detailed to the Office of Military Government in Berlin.

The new director assumed his duties on July 2nd and has many friends in the Dallas PMA offices, who happily received the news of his appointment.

DR. NYE RETIRES FROM GOV. SERVICE

Dr. Earl W. Nye, retired from the Bureau of Animal Industry, USDA, on July 1st, after 35 years of service.

Twenty-seven years of service were spent as Inspector of meat
(Cont'd. on Page 3)

SOIL CONSERVATIONISTS HAVE BIG TASK IN WEST TEXAS

"Tying down the loose sandy soil in Panhandle, South Plains and Cross Timber areas of West Texas is one of the greatest tasks confronting soil conservationists, both farmers and ranchers and professional men," states Louis P. Merrill, Fort Worth Regional Director of the Soil Conservation Service.

SCS Merge with Agriculture Helpful

Merrill declared that this, and other soil conservation jobs, can be speeded up because of recent consolidation of the soil conservation functions of the Department of Agriculture.

It enables farmers and ranchers taking part in the Production and Marketing Administration's agricultural conservation program to receive technical help from the Soil Conservation Service.

West Texas land without enough plant or residue cover to prevent wind erosion totaled 3,387,000 acres in May, much of this exposure having resulted from wheat crop failure.

Merrill said farmers were advised by SCS to plant grain sorghum instead of cotton where wheat had failed. Sorghum, it was felt, is a much safer crop and a profitable one, too. It was advised that if cotton were to be planted, strips of sorghum be planted also to break the force of winter and spring winds.

Save the Soil and Save Texas

More than three million words were written by Texas school children in the conservation essay contest sponsored by The Press in connection with its Save the Soil and Save Texas program.

Here's an example of an original approach, written by Wana Broughton, a junior high school student at Childress:

"The score was 21-to-12 and Childress had won the district championship.

(Continued on Page 3)

POSTING OF MEAT PRICES
DELAYED TO AUGUST 1ST

A new deadline for the posting of ceiling prices in all retail meat shops has been announced by William J. Speck, Dallas District Director of the Office of Price Stabilization.

The former dates announced were June 18 and June 25. The new date is August 1. Mechanical difficulties of preparing price lists are said to be the cause of the postponements.

August 1 is also the date on which retailers, wholesalers, and slaughterers must put into effect lower beef prices.

CLUB MEMBERS MAY BUY
REFRIGERATORS AT COST

Mrs. M. Mitchell of the Mitchell Furniture and Appliance Store in Forney, Texas, which offers regular discounts to members of the USDA Club of Dallas has informed Miss Margaret Huber, Chairman of the Employee Welfare Committee that she has available at cost 10 Hot Point De Lune refrigerators.

The cost of these refrigerators was \$224.35 and that is her sale price.

These are all she will have at this price and it is suggested if interested that you contact her as soon as possible.

SUMMER MENUS
SHOULD FEATURE
PLENTIFUL FOODS

The Plentiful Food List for July has been announced by PMA Food Distribution Branch, Southwest area. Use these items in your daily menus. Remember plentiful foods are cheaper.

Protein Foods:

Fresh & frozen fish
Fryers
Cottage Cheese
Buttermilk

Fruits and Vegetables:

Canned applesauce
Lemons & limes
Oranges
Plums
Local grown vegetables
Potatoes

Honey is also plentiful this month.

For that summer specialty try:

Spanish Snap Beans

1½ cups cooked snap beans;
1 cup cooked or canned tomatoes; 1 tablespoon chopped onion; 1/3 cup chopped green pepper; salt and pepper; toasted bread cubes.

Heat fat and brown the onion and green pepper in it. Add tomatoes and cook slowly about 15 minutes.

Add beans and season to taste with salt and pepper. Heat thoroughly. Turn into serving dish and top with bread cubes. Dressed up vegetables are one of the best bets for summer.

DIET SURVEY REPORTED
ON BLOOD PRESSURE

"Of 75 patients studied approximately one-third had a clearcut reduction in blood pressure attributable to the rice diet, most importantly to its low sodium content," reports The Nutrition Foundation Inc., New York City.

"Although this dietary therapy is not a panacea for the treatment of all patients and all types of hypertensive disease, it is unquestionably an effective measure in many patients," the survey shows.

"Further investigations must attempt to make the diet more palatable and liberal so that it can be more widely applied. The mechanism of the effectiveness of the diet must be studied," is a goal of the Foundation.

Victuals

She was a dear old lady, going on a hundred, and she was noted in the village for her unfailing cheerfulness and serenity.

The new preacher called on her and eagerly inquired, "What has been the chief source of your strength and power all these years? Tell me that I may impart it to others."

Raising her faded eyes, the old lady murmured, "Victuals."

Said the Idaho potato to Lowell Thomas: "You're nothing but a commentator!"

in Dallas. Previous to this he was located in Fort Worth, where he spent eight years on hog cholera and cattle tick eradication.

Dr. Nye will move to his farm near McKinney where he will raise livestock and continue veterinary practice.

Originally from the State of Washington, Nye is a graduate of the College of Agriculture and Veterinary Medicine, Pullman, Washington.

SPRAYING MAY KEEP VEGETABLES FOR YEAR

A new spray--maleic hydrozide--keeps potatoes, onions and several other vegetables fresh for a year or more. This is the result of a test made by Michigan State College.

W.H. Wittmer of the College states the experiments were successful and we "could hardly believe them possible."

The crops are sprayed before gathering. The spray does not affect the yield.

The spray arrests growth. Flavor and firmness are retained for a long time, apparently a year.

"The football hero, Joe Jones, was being carried off the field on the shoulders of his friends. After the game, Joe was being interviewed by a reporter. When asked what he believed to be the reason for his success, Joe replied immediately: "Soil Conservation." Naturally the reporter laughed and didn't believe him. So Joe explained:

"A few years ago our farm was run down, the soil had washed and blown away, our crops were not paying, and there was no grass for our cattle. Then my father started practicing soil conservation. Now our farm is paying and there is no erosion or sand. We grow most of our food at home and because the soil is so rich, the food contains more minerals and vitamins. I have been healthy and it has been easy for me to play football.

It Helped All

"When Joe stopped talking, the car dealer realized that he had sold more cars because of soil conservation. The coach realized that he had a winning team, the school board member realized the stadium was paid for, the housewife that she had healthier children, the merchant that he had sold more merchandise, because soil conservation had helped the farmer. Because the farmer prospered the merchant prospered. Even the reporter realized that he had sold more advertising and he said, "Joe, you're right; soil conservation has helped all of us.

Rapid Progress Made in Soil Conservation

About twenty-five years ago Soil Conservation was untried and almost unheard of in Callahan County. James S. Yeager, father of the editor of the USDA Club News, was County Commissioner at that time and had read about and observed soil conservation until he was a staunch believer in it.

Yeager wanted the people of his home county to benefit from its advantages so he started canvassing farms for a demonstration of its worth, with all services free to the farmer. All the farmers were askance at such procedure as the terracing of land. They expected their land to be ruined if they consented to any such practice. Even Yeager's own father doubted that land should be treated in any such manner. Finally, G. A. Brown who lives about 1 $\frac{1}{2}$ miles from Putnam decided to give the new method of farming a try. So James S. Yeager happily drove the first stake for soil conservation in Callahan County on this farm.

So successful was this demonstration farm that in less than ten years practically all farmers had adopted the method and were using soil conservation as the main subject of conversation concerning farm progress in the future. Mr. Yeager's father solicited his son to supervise the terracing of his land and to employ all forms of soil conservation.

Much can be learned as yet about Soil Conservation and let us keep forever at our task of preserving our rich soil. Conservation of our soil is the future for our country.

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CO-WORKER COLUMN

Clara Mae Cannefax
Extends Thanks

To my friends and co-workers:- Thank you very much for your kindness in voting for me in the recent travel contest offered by NICKEY'S Restaurant, which enabled me to win first place and entitles me to the 7-day expense paid trip by airlines to Nassau.

I also wish to thank NICKEY'S Restaurant for sponsoring this contest and for the courtesies extended by them.

--Clara Mae--

Ted Jernigan
Thanks Friends

I wish to thank my friends and co-workers for the votes cast for me in the travel contest recently sponsored by NICKEY'S Restaurant.

Am looking forward to the trip, which I was awarded, to Houston for 4 days at the Shamrock.

I should like to express appreciation also to NICKEY'S Restaurant for sponsoring this contest.

--Ted--

Clara Mae is secretary to Goodpasture, Chief of Fiscal Division PMA and Ted is in T&W Division PMA.

The Postal Mercantile Company (PEMCO) has moved to a new location, 150 Express.

In order to get there from town, go out Industrial Boulevard, turn north to Irving Boulevard, and go about five blocks to where Express diagonally joins Irving Boulevard.

PEMCO kindly extends to USDA Club members the privilege of receiving prices from 10 to 30 per cent below the usual prices charged, for such items as groceries, auto supplies, clothing and other items, provided an initial fee of \$10 is paid. It has been said that it is certainly worthwhile to pay the initial fee.

The privilege of securing these prices is made possible through the efforts of Miss Margaret Huber, Chairman of the Employee Welfare Committee of the USDA Club.

Mrs. Wilcox Leaves

Mrs. Juanita E. Wilcox, Secretary to Mono Schoenbach, Chief, Information Branch, Southwest Area, PMA, is retiring from Government service after 10 years.

Juanita has been a Loyal co-worker and will be missed greatly in her own office and by many others who have enjoyed her friendship. Losing her is a loss to PMA.

Value of farm land in the United States is almost one tenth higher than it was in November 1948, according to estimates made by the Department of Agriculture. Prices in 1948 were highest in history.

The states of Arkansas, Louisiana, Oklahoma, and Texas reported the greatest price gains. For the west south central region as a whole, for the year ending in March, the average gain in price was 18 per cent. The smallest average gain, four per cent, was reported in New England.

In the past year prices have gone up in every state except one, Maine.

The experts say lower profits from potato raising, an important Maine crop, contributed to the fact that Maine was the only state showing a decline in the past year in farm land value.

Prices went down in 1949 but started upward again in 1950 and now are about 14 per cent above the average price in March 1950.

The Government estimates of farm values are based on reports from 15,000 to 20,000 farmers and real estate representatives. These people report periodically on what they believe farm lands in their areas to be worth. First big peak in value was after World War I. Next in 1948.